

# Slotting Factoids

1. Economists estimate the total value of slotting allowances at about \$9 billion annually.
2. An ACNielsen survey from 1998 found the following about Slotting Allowance costs to all manufacturers
  - No Slotting Costs - 14%
  - under \$500,000 - 28%
  - \$500,000 - \$1 Million - 20%
  - \$1 Million - \$2 Million - 24%
  - \$2 Million - \$3 Million - 3%
  - \$3 Million or More - 11%
3. The Same ACNielsen survey reported that in 1997 84% of retailers charge slotting allowances for New Product Introductions. This is up from 82% in 1996.
4. ACNielsen also reports that in 1997 76% of retailers report charging a slotting allowance of less than \$10,000 per item. The balance (24%), levies a charge between \$10,000 and \$50,000.
5. Slotting Allowances are prohibited for alcohol sales by the Federal Alcohol Administration Act.
6. Slotting Allowances are prohibited by the Code of Iowa for dairy products.
7. The USDA Commodity Credit Corporation's export program disallows "slotting fees or similar sales expenditures" as ineligible for reimbursement.